THE SARAMAI DYNASTY

SD
THE SARAMAI
DYNASTY

SD
THE SARAMAI
DYNASTY

SD
THE SARAMAI
DYNASTY

SD
THE SARAMAI
DYNASTY

x 3/4

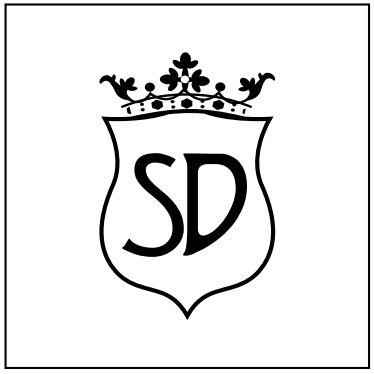
THE SARAMAI DYNASTY

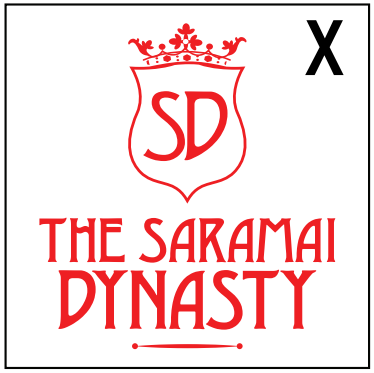
x 3/20

x

x 1/4

Do’s and Don’ts





Typography

The logo uses Quaint Gothic. The typeface was chosen for its elegance as well as reflecting the companies products.
The letter ‘D’ should always be flipped vertically.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Descriptions should be set in Baskerville SemiBold

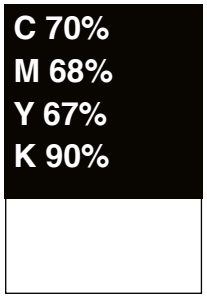
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Copy should be set in Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Palette

A rich black should be used.